



WJLA
1100 Wilson Blvd. 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Mundy Katowitz Media
1322 G. Street S.E.
Washington, DC 20003

Contract # 199211

Schedule Dates 10/30/12-11/06/12
Advertiser Priorities USA Action (14656)
Agency/T-Code Mundy Katowitz Media (1517)/ELECTRONIC
Product Political-Political (1088)
Brand Est 1790 :60's 10/30-11/6 (72811)
Salesperson Monares, Barbara (1108)
Sales Office WJLA - Core Team
Buyer Name BESSETTE, CASEY
Phone/Fax /
CPE Est 1790 :60's 10/30
Account Types Local/Political Issue Agency
Billing Type Standard
Comments Est 1790 :60's 10/30-11/6

Date Entered 10/22/12
Last Modified 10/22/12
Entered By Barbara Monares
CO-OP NO
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$30,090.00
Net Total \$170,510.00
Sales Tax

WJLA Arlington (WJLA)
By Broadcast Month
Nov. 2012 43 \$200,600.00
Grand Total: 43 \$200,600.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/31/12-11/02/12	3	1:00	6A- NEWS-GOOD MORNING WASHINGTON @6A				1	1	1			3	\$2,000.00	\$6,000.00	WJLA Arlington (WJLA)		10/22/12
2.0	Normal Line / SPOT	10/30/12-11/02/12	3	1:00	6:59A- ABC-GOOD MORNING AMERICA				1	1	1			4	\$3,600.00	\$14,400.00	WJLA Arlington (WJLA)		10/22/12
3.0	Normal Line / SPOT	11/05/12-11/06/12	3	1:00	6:59A- ABC-GOOD MORNING AMERICA		1	1						2	\$3,600.00	\$7,200.00	WJLA Arlington (WJLA)		10/22/12
4.0	Normal Line / SPOT	10/30/12-11/02/12	3	1:00	9A- LIVE!				1	1	1			3	\$2,800.00	\$8,400.00	WJLA Arlington (WJLA)		10/22/12
5.0	Normal Line / SPOT	10/30/12-10/30/12	3	1:00	10A- RACHAEL RAY			1						1	\$2,400.00	\$2,400.00	WJLA Arlington (WJLA)		10/22/12
6.0	Normal Line / SPOT	10/31/12-10/31/12	3	1:00	10:58A- ABC-THE VIEW				1					1	\$3,600.00	\$3,600.00	WJLA Arlington (WJLA)		10/22/12
7.0	Normal Line / SPOT	11/05/12-11/05/12	3	1:00	10:58A- ABC-THE VIEW		1							1	\$3,600.00	\$3,600.00	WJLA Arlington (WJLA)		10/22/12
8.0	Normal Line / SPOT	10/30/12-11/02/12	3	1:00	11:59A- NEWS-ABC 7 NEWS @ NOON				1		1			2	\$4,000.00	\$8,000.00	WJLA Arlington (WJLA)		10/22/12
9.0	Normal Line / SPOT	11/06/12-11/06/12	3	1:00	11:59A- NEWS-ABC 7 NEWS @ NOON				1					1	\$3,600.00	\$3,600.00	WJLA Arlington (WJLA)		10/22/12
10.0	Normal Line / SPOT	10/30/12-10/30/12	3	1:00	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)				1					1	\$2,400.00	\$2,400.00	WJLA Arlington (WJLA)		10/22/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

Accepted-Station:

Date:

Comments:

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Schedule Dates

10/30/12-11/06/12

Advertiser

Priorities USA Action (14656)

Agency/T-Code

Mundy Katowitz Media (1517)/ELECTRONIC

Product

Political-Political (1088)

Brand

Est 1790 :60's 10/30-11/6 (72811)

Salesperson

Monares, Barbara (1108)

Sales Office

WJLA - Core Team

Buyer Name

BESSETTE, CASEY

Phone/Fax

/

CPE

Est 1790 :60's 10/30

Account Types

Local/Political Issue Agency

Billing Type

Standard

Comments

Est 1790 :60's 10/30-11/6

10/22/12

10/22/12

Barbara Monares

No

CO-OP

Headline #

Demo

Normal

Order Type

Package Deal

Commission %

15.00

Commission

\$30,090.00

Net Total

\$170,510.00

Sales Tax

WJLA Arlington (WJLA)			
By Broadcast Month	Spots	Rate	
Nov. 2012	43	\$200,600.00	
Grand Total:	43	\$200,600.00	

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
11.0	Normal Line / SPOT	11/05/12-11/05/12	3	1:00	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)	1								1	\$2,400.00	\$2,400.00	WJLA Arlington (WJLA)		10/22/12
12.0	Normal Line / SPOT	10/31/12-11/01/12	3	1:00	12:57P- ABC- THE CHEW				1	1				2	\$2,400.00	\$4,800.00	WJLA Arlington (WJLA)		10/22/12
13.0	Normal Line / SPOT	11/01/12-11/01/12	3	1:00	3:01P- ANDERSON COOPER SHOW						1			1	\$2,400.00	\$2,400.00	WJLA Arlington (WJLA)		10/22/12
14.0	Normal Line / SPOT	10/31/12-11/02/12	3	1:00	4:58P- NEWS-ABC 7 NEWS @ 5P				1	1				2	\$3,800.00	\$7,600.00	WJLA Arlington (WJLA)		10/22/12
15.0	Normal Line / SPOT	10/30/12-11/01/12	3	1:00	5:59P- NEWS-ABC 7 NEWS @ 6P				1	1	1			3	\$5,600.00	\$16,800.00	WJLA Arlington (WJLA)		10/22/12
16.0	Normal Line / SPOT	11/05/12-11/05/12	3	1:00	5:59P- NEWS-ABC 7 NEWS @ 6P	1								1	\$5,600.00	\$5,600.00	WJLA Arlington (WJLA)		10/22/12
17.0	Normal Line / SPOT	10/31/12-10/31/12	3	1:00	6:27P- 6:30P (EST)				1					1	\$12,000.00	\$12,000.00	WJLA Arlington (WJLA)	WORLD NEWS AD1.	10/22/12
18.0	Normal Line / SPOT	11/01/12-11/01/12	3	1:00	6:57P- 7P (EST)					1				1	\$16,000.00	\$16,000.00	WJLA Arlington (WJLA)	WORLD NEWS AD1.	10/22/12
19.0	Normal Line / SPOT	11/02/12-11/02/12	3	1:00	6:58P- WHEEL OF FORTUNE						1			1	\$14,000.00	\$14,000.00	WJLA Arlington (WJLA)		10/22/12
20.0	Normal Line / SPOT	10/30/12-10/30/12	3	1:00	7:27P- JEOPARDY				1					1	\$16,000.00	\$16,000.00	WJLA Arlington (WJLA)		10/22/12
21.0	Normal Line / SPOT	11/05/12-11/05/12	3	1:00	11P- NEWS-ABC 7 NEWS @ 11P								1	1	\$8,000.00	\$8,000.00	WJLA Arlington (WJLA)		10/22/12

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Est 1790 :60's 10/30-11/6 (72811)

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BESSETTE,CASEY

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Local/Political Issue Agency

Billing Type

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Comments

Est 1790 :60's 10/30-11/6

Date Entered 10/22/12

Last Modified 10/22/12

Entered By Barbara Monares

CO-OP No

Headline #

Demo

Order Type Normal

Package Deal

Commission % 15.00

Commission \$30,090.00

Net Total \$170,510.00

Sales Tax

WJLA Arlington (WJLA)

By Broadcast Month Spots Rate

Nov. 2012 43 \$200,600.00

Grand Total: 43 \$200,600.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
22.0	Normal Line / SPOT	11/03/12-11/03/12	3	1:00	6:58A- ABC-GOOD MORNING AMERICA SAT							1		1	\$1,800.00	\$1,800.00	WJLA Arlington (WJLA)		10/22/12
23.0	Normal Line / SPOT	11/03/12-11/03/12	3	1:00	7P- WHEEL OF FORTUNE WEEKEND							1		1	\$6,000.00	\$6,000.00	WJLA Arlington (WJLA)		10/22/12
24.0	Normal Line / SPOT	11/03/12-11/03/12	3	1:00	7:29P- JEOPARDY WEEKEND							1		1	\$6,000.00	\$6,000.00	WJLA Arlington (WJLA)		10/22/12
25.0	Normal Line / SPOT	11/03/12-11/03/12	3	1:00	11:29P- NEWS-ABC 7 NEWS @ 11P							1		1	\$4,800.00	\$4,800.00	WJLA Arlington (WJLA)		10/22/12
26.0	Normal Line / SPOT	11/03/12-11/03/12	3	1:00	12:34A- CASTLE							1		1	\$1,800.00	\$1,800.00	WJLA Arlington (WJLA)		10/22/12
27.0	Normal Line / SPOT	11/04/12-11/04/12	3	1:00	7:58A- ABC-GOOD MORNING AMERICA SUN								1	1	\$1,800.00	\$1,800.00	WJLA Arlington (WJLA)		10/22/12
28.0	Normal Line / SPOT	11/04/12-11/04/12	3	1:00	6:30P- NEWS-ABC 7 NEWS @ 630P								1	1	\$4,800.00	\$4,800.00	WJLA Arlington (WJLA)		10/22/12
29.0	Normal Line / SPOT	11/04/12-11/04/12	3	1:00	11P- NEWS-ABC 7 NEWS @ 11P								1	1	\$6,000.00	\$6,000.00	WJLA Arlington (WJLA)		10/22/12
30.0	Normal Line / SPOT	10/30/12-10/30/12	3	1:00	6A- NEWS-GOOD MORNING WASHINGTON @6A				1					1	\$2,000.00	\$2,000.00	WJLA Arlington (WJLA)		10/22/12

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WJLA Washington

MAKEGOOD NOTICE

TO: Casey Bessette
FROM: Barbara Monares
DATE: 10/22

CLIENT: Priorities USA Action

I apologize for the inconvenience.

Pre-Empt:

<i>Date</i>	<i>Time</i>	<i>Program</i>	<i>Spot(s)</i>	<i>Length</i>	<i>Spot Cost</i>	<i>Total Cost</i>
4-Nov	4p-6p	News	1	:60	\$2,000	\$2,000
			0	:30	\$0	\$0
			0	:30	\$0	\$0
			0	:30	\$0	\$0
			0	:30	\$0	\$0
			0	:30	\$0	\$0
						\$0
						\$0
TOTAL			1			\$2,000

Makegoods

<i>Date</i>	<i>Time</i>	<i>Program</i>	<i>Spot(s)</i>	<i>Length</i>	<i>Spot Cost</i>	<i>Total Cost</i>
30-Oct	6a-7a	Good Morning Washington	1	:60	\$2,000	\$2,000
			0	:30	\$0	\$0
			0	:30	\$0	\$0
			0	:30	\$0	\$0
			0	:30	\$0	\$0
						\$0
TOTAL			1			\$2,000

**PLEASE EITHER EMAIL ME "APPROVAL" OR
PRINT OUT, SIGN & FAX BACK TO ME AT 703-236-2342.**